

# COMMUNICATIONS

## MEDIA



### What's New In California

Quarterly release detailing new developments in California tourism (new attractions, new exhibits, one-time special events, etc.) of interest to consumer and travel trade press.

**Date** Spring, Summer, Fall and Winter  
**Deadline** January 24, 2002, April 24, 2002, July 24, 2002, and October 24, 2002.  
**Cost** Free  
**Contact** Mary Cochran, Phone: (916) 322-2881



### Insights

Quarterly newsletter informing the tourism industry and interested parties about California Tourism's marketing activities, and domestic and international research.

**Date** Winter, Spring, Summer and Fall  
**Deadline** Ongoing  
**Cost** Free  
**Contact** Mary Cochran, Phone: (916) 322-2881

### Tenth Annual California Press Event in New York

High value event features reception and marketplace for consumer and travel trade press. Time also available for individual editorial visits.

**Date** February 25, 2003  
**Deadline** December 9, 2002  
**Cost** First delegate-\$1,800; second delegate-\$1,000  
**Contact** Tom Lease, Phone: (916) 322-3429

### Overseas Public Relations Representation

Opportunities exist to partner with California Tourism for year-round public relations representation in Germany, Japan and the United Kingdom. Information on cost and services provided are available upon request.

**Date** Ongoing  
**Cost** TBD  
**Deadline** N/A  
**Contact** Fred Sater, Phone: (916) 322-2881

## CALIFORNIA WELCOME CENTERS



### California Welcome Centers

The California Welcome Centers program, now in its seventh year, features eleven centers throughout the state: Anderson, Arcata, Auburn (scheduled to open in Summer 2002), Barstow, Los Angeles, Merced, Oceanside, Rohnert Park, San Francisco, Santa Ana and Yucca Valley. The centers are independently operated and function essentially as a franchise operation under strict California Tourism terms and conditions to ensure quality control. By law, funding is not available from the State of California. Upon designation as an "Official California Welcome Center," annual fees of \$5,000 are paid to the state by the centers to offset staff consulting time, travel and expenses. CalTrans highway signs as well as trailblazing signage costs, staffing, marketing, advertising and all other operational costs are incurred by each center.

**Date** Ongoing  
**Cost** \$5,000 annual fee and \$1,000 (non refundable) one-time feasibility inspection cost.  
**Deadline** N/A  
**Contact** Tom Lease, (916) 322-3429

### California Welcome Centers Brochure Racking

The California Welcome Centers program includes rack brochure space for tourism-related businesses. In an agreement with Certified Folder Display, Inc., businesses may contract space for brochures in any number of California Welcome Centers.

**Date** Ongoing  
**Fee** Based on participation (one to eleven centers)  
**Deadline** N/A  
**Contact** Certified Folder Display, Inc., Phone: (800) 799-7373, [www.certifiedfolder.com/cwc](http://www.certifiedfolder.com/cwc)